

YouGov Survey Results

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | | |
|--------------------------|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|---|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South | |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 | |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Do you have a favourable or unfavourable opinion of the Liberal Democrats?

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very favourable | 5 | 0 | 4 | 29 | 0 | 8 | 1 | 5 | 4 | 8 | 4 | 5 | 3 | 6 | 3 | 5 | 4 | 3 | 3 | 6 | 4 | 6 |
| Somewhat favourable | 34 | 27 | 52 | 59 | 12 | 47 | 23 | 33 | 34 | 42 | 33 | 33 | 31 | 38 | 29 | 34 | 36 | 31 | 33 | 33 | 34 | 34 |
| TOTAL FAVOURABLE | 39 | 27 | 56 | 88 | 12 | 55 | 24 | 38 | 38 | 50 | 37 | 38 | 34 | 44 | 32 | 39 | 40 | 34 | 36 | 39 | 38 | 40 |
| Somewhat unfavourable | 21 | 33 | 20 | 3 | 30 | 20 | 28 | 24 | 19 | 11 | 20 | 23 | 27 | 23 | 20 | 21 | 24 | 24 | 23 | 20 | 22 | 19 |
| Very unfavourable | 17 | 26 | 6 | 1 | 39 | 7 | 30 | 23 | 10 | 7 | 13 | 20 | 23 | 15 | 19 | 17 | 13 | 16 | 16 | 17 | 12 | 18 |
| TOTAL UNFAVOURABLE | 38 | 59 | 26 | 4 | 69 | 27 | 58 | 47 | 29 | 18 | 33 | 43 | 50 | 38 | 39 | 38 | 37 | 40 | 39 | 37 | 34 | 37 |
| Don't know | 24 | 15 | 18 | 8 | 19 | 17 | 19 | 15 | 32 | 32 | 30 | 18 | 16 | 19 | 30 | 24 | 22 | 26 | 25 | 23 | 27 | 22 |

How much influence, if any, would you say the Liberal Democrats currently have in British politics?

| | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A lot of influence | 1 | 0 | 2 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| A little influence | 17 | 12 | 23 | 41 | 8 | 23 | 12 | 18 | 16 | 23 | 17 | 15 | 17 | 19 | 14 | 17 | 19 | 13 | 15 | 16 | 21 | 18 |
| TOTAL A LOT OF / A LITTLE INFLUENCE | 18 | 12 | 25 | 43 | 8 | 24 | 13 | 19 | 17 | 24 | 18 | 16 | 17 | 20 | 15 | 18 | 20 | 13 | 16 | 17 | 22 | 19 |
| Not much influence | 45 | 51 | 54 | 48 | 34 | 53 | 44 | 45 | 46 | 38 | 44 | 47 | 48 | 49 | 40 | 45 | 45 | 46 | 44 | 51 | 45 | 44 |
| No influence at all | 22 | 32 | 14 | 4 | 46 | 16 | 34 | 27 | 17 | 9 | 18 | 28 | 29 | 21 | 24 | 22 | 21 | 22 | 25 | 21 | 16 | 23 |
| TOTAL NOT MUCH / NO INFLUENCE | 67 | 83 | 68 | 52 | 80 | 69 | 78 | 72 | 63 | 47 | 62 | 75 | 77 | 70 | 64 | 67 | 66 | 68 | 69 | 72 | 61 | 67 |
| Don't know | 15 | 4 | 8 | 5 | 11 | 8 | 10 | 9 | 20 | 28 | 20 | 8 | 6 | 10 | 21 | 14 | 15 | 19 | 15 | 12 | 16 | 14 |

And would you like to see the Liberal Democrats have more or less influence over British politics?

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A lot more influence | 9 | 3 | 11 | 39 | 3 | 14 | 6 | 10 | 9 | 8 | 8 | 13 | 9 | 11 | 7 | 9 | 9 | 9 | 9 | 8 | 9 | 10 |
| A little more influence | 29 | 28 | 40 | 43 | 12 | 39 | 21 | 29 | 28 | 35 | 28 | 28 | 27 | 33 | 23 | 28 | 31 | 32 | 25 | 28 | 32 | 29 |
| TOTAL MORE INFLUENCE | 38 | 31 | 51 | 82 | 15 | 53 | 27 | 39 | 37 | 43 | 36 | 41 | 36 | 44 | 30 | 37 | 40 | 41 | 34 | 36 | 41 | 39 |
| No more or less influence | 22 | 33 | 23 | 7 | 28 | 23 | 25 | 24 | 20 | 7 | 18 | 26 | 29 | 22 | 22 | 22 | 20 | 19 | 24 | 23 | 16 | 22 |
| A little less influence | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 2 | 2 | 4 | 5 | 4 |
| A lot less influence | 13 | 21 | 5 | 0 | 38 | 5 | 26 | 19 | 8 | 8 | 11 | 15 | 17 | 12 | 15 | 14 | 10 | 11 | 13 | 14 | 13 | 14 |
| TOTAL LESS INFLUENCE | 16 | 25 | 8 | 4 | 42 | 8 | 30 | 23 | 11 | 13 | 15 | 17 | 20 | 16 | 18 | 17 | 14 | 13 | 15 | 18 | 18 | 18 |
| Don't know | 24 | 11 | 19 | 6 | 15 | 15 | 19 | 14 | 34 | 36 | 30 | 17 | 15 | 19 | 31 | 24 | 26 | 27 | 27 | 23 | 24 | 22 |

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|--------------------------|-----------------|-----|-----|---------|-----------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following do you feel apply to the Liberal Democrats? Please select as many as you feel apply.

| | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Weak | 24 | 35 | 20 | 8 | 43 | 18 | 36 | 29 | 19 | 13 | 19 | 31 | 30 | 25 | 22 | 23 | 25 | 28 | 24 | 23 | 20 | 25 |
| Seem like normal people | 21 | 16 | 30 | 50 | 7 | 32 | 13 | 21 | 21 | 24 | 19 | 21 | 24 | 24 | 17 | 20 | 22 | 24 | 16 | 19 | 19 | 25 |
| Moderate | 20 | 18 | 30 | 42 | 9 | 32 | 14 | 22 | 18 | 14 | 19 | 23 | 22 | 24 | 15 | 20 | 19 | 16 | 21 | 20 | 18 | 21 |
| The same as the rest | 18 | 21 | 13 | 7 | 34 | 15 | 23 | 19 | 17 | 10 | 17 | 16 | 25 | 18 | 18 | 18 | 22 | 16 | 20 | 22 | 10 | 17 |
| Interested in public service | 17 | 10 | 26 | 49 | 3 | 28 | 11 | 18 | 16 | 21 | 16 | 17 | 17 | 22 | 11 | 17 | 18 | 16 | 16 | 18 | 15 | 19 |
| Has sensible policies | 17 | 9 | 25 | 46 | 4 | 26 | 10 | 18 | 17 | 27 | 17 | 17 | 15 | 21 | 13 | 17 | 16 | 18 | 16 | 16 | 19 | 19 |
| Likeable | 16 | 10 | 23 | 45 | 5 | 24 | 9 | 16 | 15 | 24 | 14 | 18 | 14 | 19 | 11 | 16 | 20 | 14 | 16 | 13 | 14 | 17 |
| Boring | 14 | 22 | 11 | 8 | 21 | 10 | 21 | 19 | 10 | 11 | 13 | 15 | 17 | 14 | 15 | 14 | 11 | 17 | 13 | 10 | 16 | 16 |
| Has unworkable policies | 14 | 31 | 8 | 7 | 28 | 10 | 24 | 19 | 9 | 9 | 8 | 17 | 24 | 16 | 12 | 15 | 14 | 10 | 14 | 15 | 13 | 16 |
| Should not be near power | 12 | 23 | 7 | 0 | 30 | 5 | 22 | 19 | 6 | 8 | 8 | 16 | 18 | 13 | 12 | 13 | 9 | 11 | 13 | 11 | 12 | 13 |
| Only interested in themselves | 10 | 12 | 5 | 0 | 25 | 5 | 14 | 12 | 8 | 6 | 7 | 11 | 14 | 9 | 11 | 10 | 5 | 6 | 11 | 10 | 7 | 10 |
| Trustworthy | 9 | 3 | 15 | 29 | 2 | 12 | 6 | 11 | 7 | 14 | 8 | 10 | 8 | 10 | 8 | 9 | 10 | 6 | 9 | 8 | 11 | 10 |
| Competent | 9 | 4 | 14 | 26 | 2 | 12 | 5 | 12 | 6 | 19 | 8 | 10 | 6 | 11 | 6 | 9 | 5 | 10 | 8 | 10 | 8 | 10 |
| Dishonest | 8 | 5 | 6 | 1 | 20 | 4 | 11 | 10 | 5 | 8 | 8 | 8 | 7 | 7 | 9 | 8 | 6 | 5 | 10 | 8 | 7 | 7 |
| Has a clear sense of purpose | 8 | 4 | 11 | 24 | 3 | 10 | 5 | 8 | 8 | 13 | 6 | 8 | 9 | 9 | 6 | 8 | 8 | 9 | 6 | 9 | 8 | 8 |
| Weird | 7 | 11 | 5 | 1 | 17 | 5 | 11 | 10 | 4 | 8 | 6 | 8 | 8 | 8 | 6 | 7 | 4 | 10 | 6 | 6 | 6 | 8 |
| Unprofessional | 7 | 12 | 4 | 1 | 19 | 3 | 12 | 10 | 5 | 6 | 5 | 9 | 9 | 7 | 8 | 8 | 2 | 4 | 6 | 7 | 6 | 9 |
| Fit to govern | 6 | 1 | 8 | 23 | 2 | 8 | 3 | 6 | 5 | 10 | 6 | 6 | 4 | 7 | 4 | 6 | 3 | 6 | 6 | 4 | 8 | 7 |
| Divided | 3 | 4 | 2 | 1 | 6 | 2 | 4 | 3 | 3 | 1 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 2 |
| Extremist | 2 | 3 | 1 | 0 | 5 | 1 | 3 | 3 | 1 | 4 | 1 | 3 | 2 | 2 | 3 | 2 | 0 | 1 | 2 | 2 | 3 | 2 |
| Nasty | 2 | 3 | 0 | 0 | 7 | 1 | 4 | 3 | 1 | 1 | 1 | 4 | 2 | 1 | 3 | 2 | 0 | 1 | 2 | 1 | 3 | 2 |
| Distinct | 2 | 1 | 3 | 7 | 1 | 3 | 1 | 4 | 1 | 6 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 |
| Powerful | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| None of these | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 5 | 4 | 2 |
| Don't know | 21 | 13 | 16 | 9 | 12 | 15 | 17 | 15 | 26 | 30 | 26 | 16 | 13 | 16 | 28 | 20 | 21 | 26 | 20 | 19 | 24 | 20 |

Thinking about the Liberal Democrats, how much do you think they care about the following groups in society?

The working class

| | | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Care a lot | 6 | 4 | 8 | 16 | 2 | 8 | 3 | 6 | 6 | 8 | 6 | 5 | 5 | 8 | 3 | 6 | 6 | 4 | 4 | 7 | 11 | 5 |
| Care a fair amount | 28 | 23 | 38 | 58 | 12 | 38 | 21 | 29 | 28 | 29 | 28 | 28 | 28 | 31 | 24 | 29 | 30 | 24 | 26 | 26 | 27 | 32 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 34 | 27 | 46 | 74 | 14 | 46 | 24 | 35 | 34 | 37 | 34 | 33 | 33 | 39 | 27 | 35 | 36 | 28 | 30 | 33 | 38 | 37 |
| Don't care very much | 19 | 26 | 18 | 9 | 26 | 16 | 23 | 21 | 16 | 16 | 16 | 20 | 23 | 20 | 16 | 19 | 15 | 19 | 19 | 18 | 20 | 18 |
| Don't care at all | 14 | 16 | 6 | 1 | 32 | 7 | 21 | 18 | 10 | 7 | 11 | 17 | 17 | 10 | 18 | 14 | 15 | 13 | 19 | 13 | 11 | 12 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 33 | 42 | 24 | 10 | 58 | 23 | 44 | 39 | 26 | 23 | 27 | 37 | 40 | 30 | 34 | 33 | 30 | 32 | 38 | 31 | 31 | 30 |
| Don't know | 34 | 31 | 31 | 17 | 29 | 30 | 32 | 27 | 40 | 39 | 39 | 31 | 26 | 30 | 39 | 33 | 34 | 40 | 33 | 36 | 32 | 33 |

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|--|-----------------|------------|------------|------------|------------|-------------|------------|-------------|-------------|------------|------------|------------|------------|--------------|------------|-------------|------------|------------|-------------------|------------|------------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The middle class | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 9 | 5 | 14 | 11 | 9 | 13 | 6 | 12 | 7 | 14 | 9 | 9 | 8 | 11 | 7 | 10 | 8 | 7 | 9 | 10 | 13 | 9 |
| Care a fair amount | 32 | 28 | 40 | 55 | 21 | 39 | 28 | 33 | 30 | 30 | 29 | 37 | 32 | 35 | 27 | 32 | 28 | 27 | 32 | 32 | 36 | 32 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 41 | 33 | 54 | 66 | 30 | 52 | 34 | 45 | 37 | 44 | 38 | 46 | 40 | 46 | 34 | 42 | 36 | 34 | 41 | 42 | 49 | 41 |
| Don't care very much | 14 | 21 | 9 | 10 | 18 | 11 | 17 | 15 | 13 | 11 | 12 | 15 | 17 | 13 | 14 | 14 | 12 | 16 | 13 | 14 | 12 | 15 |
| Don't care at all | 9 | 14 | 2 | 1 | 19 | 4 | 15 | 12 | 6 | 4 | 9 | 10 | 11 | 8 | 10 | 9 | 9 | 6 | 9 | 8 | 8 | 10 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 23 | 35 | 11 | 11 | 37 | 15 | 32 | 27 | 19 | 15 | 21 | 25 | 28 | 21 | 24 | 23 | 21 | 22 | 22 | 22 | 20 | 25 |
| Don't know | 36 | 31 | 35 | 23 | 34 | 33 | 34 | 27 | 44 | 41 | 41 | 29 | 32 | 32 | 41 | 35 | 43 | 45 | 37 | 36 | 32 | 34 |
| Older people | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 8 | 6 | 10 | 22 | 5 | 12 | 5 | 9 | 8 | 11 | 9 | 8 | 7 | 11 | 6 | 9 | 8 | 6 | 7 | 8 | 11 | 9 |
| Care a fair amount | 28 | 24 | 38 | 57 | 14 | 37 | 23 | 32 | 24 | 28 | 28 | 32 | 24 | 32 | 22 | 28 | 29 | 26 | 26 | 27 | 28 | 30 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 36 | 30 | 48 | 79 | 19 | 49 | 28 | 41 | 32 | 39 | 37 | 40 | 31 | 43 | 28 | 37 | 37 | 32 | 33 | 35 | 39 | 39 |
| Don't care very much | 14 | 21 | 11 | 3 | 23 | 11 | 19 | 16 | 13 | 8 | 12 | 14 | 22 | 15 | 14 | 14 | 11 | 18 | 16 | 14 | 13 | 14 |
| Don't care at all | 13 | 17 | 5 | 1 | 29 | 6 | 21 | 15 | 11 | 8 | 9 | 14 | 19 | 9 | 17 | 13 | 15 | 11 | 15 | 12 | 12 | 12 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 27 | 38 | 16 | 4 | 52 | 17 | 40 | 31 | 24 | 16 | 21 | 28 | 41 | 24 | 31 | 27 | 26 | 29 | 31 | 26 | 25 | 26 |
| Don't know | 36 | 32 | 36 | 17 | 28 | 33 | 33 | 28 | 44 | 44 | 42 | 32 | 27 | 33 | 41 | 36 | 37 | 38 | 36 | 39 | 36 | 35 |
| Young people | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 7 | 6 | 9 | 21 | 5 | 11 | 5 | 9 | 6 | 9 | 7 | 8 | 7 | 10 | 4 | 8 | 4 | 7 | 7 | 7 | 10 | 8 |
| Care a fair amount | 30 | 31 | 39 | 55 | 23 | 37 | 28 | 33 | 27 | 28 | 27 | 32 | 35 | 33 | 26 | 30 | 37 | 27 | 29 | 30 | 28 | 32 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 37 | 37 | 48 | 76 | 28 | 48 | 33 | 42 | 33 | 37 | 34 | 40 | 42 | 43 | 30 | 38 | 41 | 34 | 36 | 37 | 38 | 40 |
| Don't care very much | 16 | 21 | 14 | 6 | 20 | 12 | 19 | 18 | 14 | 20 | 14 | 16 | 17 | 17 | 15 | 16 | 13 | 13 | 17 | 15 | 18 | 16 |
| Don't care at all | 9 | 8 | 5 | 0 | 18 | 6 | 12 | 11 | 8 | 6 | 10 | 11 | 8 | 8 | 12 | 9 | 6 | 12 | 10 | 9 | 11 | 9 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 25 | 29 | 19 | 6 | 38 | 18 | 31 | 29 | 22 | 26 | 24 | 27 | 25 | 25 | 27 | 25 | 19 | 25 | 27 | 24 | 29 | 25 |
| Don't know | 37 | 34 | 33 | 18 | 35 | 34 | 36 | 29 | 45 | 37 | 42 | 33 | 33 | 32 | 43 | 36 | 39 | 41 | 38 | 38 | 33 | 35 |
| Trade unions | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 6 | 3 | 1 | 3 | 3 | 3 | 3 | 0 | 2 | 3 | 1 | 6 | 3 |
| Care a fair amount | 17 | 14 | 22 | 35 | 14 | 20 | 15 | 20 | 15 | 24 | 18 | 17 | 14 | 21 | 13 | 18 | 23 | 11 | 17 | 15 | 16 | 20 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 20 | 18 | 25 | 38 | 16 | 22 | 18 | 23 | 18 | 30 | 21 | 18 | 17 | 24 | 16 | 21 | 23 | 13 | 20 | 16 | 22 | 23 |
| Don't care very much | 23 | 29 | 23 | 23 | 21 | 26 | 23 | 26 | 20 | 18 | 19 | 25 | 30 | 25 | 20 | 23 | 21 | 20 | 23 | 21 | 22 | 24 |
| Don't care at all | 12 | 15 | 8 | 4 | 19 | 9 | 16 | 16 | 8 | 6 | 9 | 16 | 15 | 11 | 14 | 12 | 7 | 14 | 14 | 12 | 10 | 11 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 35 | 44 | 31 | 27 | 40 | 35 | 39 | 42 | 28 | 24 | 28 | 41 | 45 | 36 | 34 | 35 | 28 | 34 | 37 | 33 | 32 | 35 |
| Don't know | 45 | 38 | 44 | 35 | 44 | 43 | 43 | 35 | 55 | 47 | 51 | 42 | 39 | 41 | 51 | 44 | 49 | 53 | 42 | 50 | 46 | 43 |
| Immigrants | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 13 | 15 | 9 | 11 | 32 | 10 | 18 | 17 | 8 | 9 | 11 | 15 | 14 | 14 | 11 | 14 | 11 | 4 | 15 | 12 | 15 | 13 |
| Care a fair amount | 28 | 26 | 37 | 57 | 19 | 36 | 25 | 31 | 25 | 31 | 26 | 32 | 28 | 32 | 23 | 28 | 26 | 29 | 27 | 26 | 24 | 32 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 41 | 41 | 46 | 68 | 51 | 46 | 43 | 48 | 33 | 40 | 37 | 47 | 42 | 46 | 34 | 42 | 37 | 33 | 42 | 38 | 39 | 45 |
| Don't care very much | 11 | 14 | 12 | 7 | 6 | 11 | 10 | 11 | 12 | 9 | 11 | 8 | 15 | 11 | 11 | 11 | 7 | 10 | 13 | 12 | 13 | 10 |
| Don't care at all | 8 | 8 | 4 | 2 | 8 | 4 | 9 | 9 | 6 | 10 | 7 | 8 | 7 | 6 | 10 | 8 | 6 | 8 | 7 | 9 | 10 | 7 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 19 | 22 | 16 | 9 | 14 | 15 | 19 | 20 | 18 | 19 | 18 | 16 | 22 | 17 | 21 | 19 | 13 | 18 | 20 | 21 | 23 | 17 |
| Don't know | 40 | 37 | 39 | 23 | 35 | 38 | 38 | 31 | 49 | 41 | 45 | 38 | 36 | 37 | 45 | 39 | 49 | 48 | 38 | 41 | 38 | 39 |

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|--|-----------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Benefit claimants | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 7 | 10 | 4 | 8 | 14 | 5 | 9 | 8 | 6 | 6 | 6 | 8 | 7 | 9 | 4 | 7 | 5 | 3 | 7 | 6 | 7 | 8 |
| Care a fair amount | 26 | 23 | 34 | 54 | 14 | 34 | 21 | 29 | 23 | 27 | 26 | 27 | 25 | 30 | 21 | 27 | 25 | 19 | 25 | 28 | 23 | 29 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 33 | 33 | 38 | 62 | 28 | 39 | 30 | 37 | 29 | 33 | 32 | 35 | 32 | 39 | 25 | 34 | 30 | 22 | 32 | 34 | 30 | 37 |
| Don't care very much | 15 | 19 | 14 | 8 | 18 | 14 | 16 | 17 | 13 | 16 | 12 | 15 | 20 | 16 | 13 | 15 | 13 | 19 | 13 | 15 | 20 | 14 |
| Don't care at all | 10 | 10 | 6 | 2 | 15 | 7 | 12 | 12 | 8 | 4 | 9 | 11 | 11 | 7 | 13 | 10 | 10 | 8 | 13 | 9 | 10 | 8 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 25 | 29 | 20 | 10 | 33 | 21 | 28 | 29 | 21 | 20 | 21 | 26 | 31 | 23 | 26 | 25 | 23 | 27 | 26 | 24 | 30 | 22 |
| Don't know | 43 | 39 | 42 | 27 | 40 | 40 | 42 | 35 | 50 | 47 | 46 | 40 | 38 | 39 | 48 | 42 | 47 | 51 | 41 | 43 | 40 | 42 |
| Women | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 9 | 5 | 11 | 25 | 6 | 12 | 6 | 13 | 5 | 13 | 8 | 9 | 8 | 11 | 6 | 9 | 8 | 5 | 8 | 8 | 9 | 11 |
| Care a fair amount | 32 | 32 | 40 | 50 | 22 | 40 | 28 | 37 | 27 | 36 | 30 | 34 | 31 | 36 | 26 | 32 | 33 | 32 | 31 | 30 | 34 | 32 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 41 | 37 | 51 | 75 | 28 | 52 | 34 | 50 | 32 | 49 | 38 | 43 | 39 | 47 | 32 | 41 | 41 | 37 | 39 | 38 | 43 | 43 |
| Don't care very much | 14 | 20 | 8 | 5 | 20 | 9 | 17 | 12 | 15 | 9 | 11 | 14 | 19 | 14 | 13 | 14 | 9 | 12 | 13 | 14 | 17 | 13 |
| Don't care at all | 8 | 10 | 3 | 1 | 13 | 4 | 11 | 9 | 7 | 7 | 7 | 10 | 7 | 5 | 11 | 8 | 8 | 9 | 9 | 7 | 7 | 8 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 22 | 30 | 11 | 6 | 33 | 13 | 28 | 21 | 22 | 16 | 18 | 24 | 26 | 19 | 24 | 22 | 17 | 21 | 22 | 21 | 24 | 21 |
| Don't know | 38 | 33 | 37 | 18 | 39 | 36 | 38 | 30 | 45 | 37 | 43 | 34 | 34 | 34 | 43 | 37 | 42 | 42 | 39 | 41 | 34 | 36 |
| People with families | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 8 | 5 | 10 | 25 | 3 | 12 | 5 | 9 | 7 | 12 | 7 | 9 | 7 | 10 | 5 | 8 | 7 | 7 | 6 | 6 | 12 | 9 |
| Care a fair amount | 33 | 31 | 43 | 58 | 20 | 42 | 28 | 36 | 30 | 31 | 31 | 33 | 35 | 38 | 26 | 33 | 29 | 27 | 33 | 34 | 31 | 34 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 41 | 36 | 53 | 83 | 23 | 54 | 33 | 45 | 37 | 43 | 38 | 42 | 42 | 48 | 31 | 41 | 36 | 34 | 39 | 40 | 43 | 43 |
| Don't care very much | 15 | 22 | 9 | 4 | 23 | 11 | 20 | 17 | 14 | 12 | 12 | 16 | 20 | 14 | 17 | 15 | 12 | 16 | 16 | 13 | 15 | 15 |
| Don't care at all | 9 | 11 | 3 | 0 | 20 | 3 | 14 | 11 | 7 | 4 | 8 | 11 | 8 | 7 | 11 | 9 | 8 | 6 | 10 | 10 | 8 | 8 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 24 | 33 | 12 | 4 | 43 | 14 | 34 | 28 | 21 | 16 | 20 | 27 | 28 | 21 | 28 | 24 | 20 | 22 | 26 | 23 | 23 | 23 |
| Don't know | 36 | 31 | 34 | 14 | 34 | 32 | 34 | 28 | 43 | 42 | 41 | 31 | 30 | 32 | 42 | 35 | 43 | 44 | 35 | 37 | 34 | 33 |
| Homeowners | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 4 | 3 | 6 | 7 | 1 | 6 | 2 | 5 | 4 | 6 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 6 | 4 |
| Care a fair amount | 28 | 22 | 36 | 60 | 11 | 38 | 21 | 31 | 25 | 28 | 27 | 29 | 28 | 31 | 23 | 28 | 29 | 27 | 26 | 29 | 24 | 29 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 32 | 25 | 42 | 67 | 12 | 44 | 23 | 36 | 29 | 34 | 32 | 33 | 32 | 36 | 26 | 32 | 33 | 31 | 30 | 33 | 30 | 33 |
| Don't care very much | 17 | 23 | 12 | 7 | 26 | 12 | 22 | 19 | 14 | 13 | 14 | 18 | 22 | 18 | 15 | 17 | 12 | 14 | 18 | 16 | 20 | 16 |
| Don't care at all | 11 | 17 | 4 | 0 | 26 | 4 | 18 | 14 | 8 | 5 | 9 | 14 | 14 | 9 | 13 | 11 | 11 | 8 | 13 | 9 | 10 | 11 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 28 | 40 | 16 | 7 | 52 | 16 | 40 | 33 | 22 | 18 | 23 | 32 | 36 | 27 | 28 | 28 | 23 | 22 | 31 | 25 | 30 | 27 |
| Don't know | 41 | 35 | 42 | 26 | 36 | 39 | 37 | 31 | 50 | 47 | 46 | 36 | 33 | 37 | 46 | 40 | 45 | 48 | 40 | 41 | 39 | 39 |
| Businesses | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 5 | 3 | 5 | 7 | 3 | 6 | 3 | 6 | 5 | 7 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 9 | 6 |
| Care a fair amount | 30 | 25 | 39 | 58 | 19 | 38 | 25 | 32 | 28 | 31 | 27 | 34 | 29 | 32 | 26 | 30 | 31 | 26 | 30 | 27 | 28 | 31 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 35 | 28 | 44 | 65 | 22 | 44 | 28 | 38 | 33 | 38 | 32 | 38 | 34 | 37 | 31 | 35 | 36 | 30 | 34 | 30 | 37 | 37 |
| Don't care very much | 16 | 20 | 14 | 8 | 24 | 13 | 19 | 20 | 11 | 13 | 14 | 16 | 20 | 18 | 13 | 16 | 12 | 14 | 14 | 16 | 14 | 17 |
| Don't care at all | 8 | 16 | 2 | 1 | 19 | 4 | 15 | 12 | 5 | 2 | 8 | 10 | 10 | 8 | 9 | 9 | 10 | 5 | 10 | 9 | 10 | 7 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 24 | 36 | 16 | 9 | 43 | 17 | 34 | 32 | 16 | 15 | 22 | 26 | 30 | 26 | 22 | 25 | 22 | 19 | 24 | 25 | 24 | 24 |
| Don't know | 41 | 36 | 40 | 26 | 36 | 40 | 38 | 30 | 51 | 46 | 47 | 36 | 35 | 37 | 47 | 40 | 41 | 50 | 42 | 44 | 39 | 38 |

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|--|-----------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Rich people | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 9 | 6 | 5 | 3 | 13 | 6 | 10 | 9 | 10 | 11 | 10 | 8 | 9 | 8 | 12 | 10 | 9 | 9 | 11 | 11 | 10 | 8 |
| Care a fair amount | 22 | 20 | 27 | 27 | 22 | 24 | 22 | 25 | 19 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 26 | 24 | 23 | 20 | 22 | 21 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 31 | 26 | 32 | 30 | 35 | 30 | 32 | 34 | 29 | 33 | 32 | 30 | 31 | 30 | 34 | 32 | 35 | 33 | 34 | 31 | 32 | 29 |
| Don't care very much | 20 | 20 | 23 | 35 | 9 | 25 | 17 | 21 | 19 | 20 | 18 | 22 | 21 | 24 | 14 | 20 | 20 | 16 | 19 | 19 | 20 | 22 |
| Don't care at all | 10 | 20 | 5 | 3 | 21 | 7 | 16 | 14 | 5 | 4 | 8 | 12 | 14 | 11 | 9 | 10 | 8 | 8 | 9 | 9 | 11 | 11 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 30 | 40 | 28 | 38 | 30 | 32 | 33 | 35 | 24 | 24 | 26 | 34 | 35 | 35 | 23 | 30 | 28 | 24 | 28 | 28 | 31 | 33 |
| Don't know | 39 | 34 | 39 | 32 | 35 | 38 | 36 | 30 | 47 | 44 | 42 | 36 | 34 | 35 | 44 | 39 | 37 | 43 | 38 | 41 | 37 | 39 |
| People in the South of England | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 11 | 11 | 12 | 12 | 12 | 12 | 10 | 14 | 8 | 17 | 9 | 12 | 11 | 12 | 10 | 11 | 10 | 16 | 16 | 13 | 8 | 7 |
| Care a fair amount | 29 | 28 | 37 | 52 | 20 | 36 | 27 | 33 | 25 | 26 | 28 | 29 | 33 | 32 | 25 | 29 | 29 | 30 | 29 | 22 | 26 | 33 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 40 | 39 | 49 | 64 | 32 | 48 | 37 | 47 | 33 | 43 | 37 | 41 | 44 | 44 | 35 | 40 | 39 | 46 | 45 | 35 | 34 | 40 |
| Don't care very much | 9 | 14 | 6 | 6 | 15 | 7 | 12 | 10 | 8 | 6 | 8 | 9 | 13 | 11 | 8 | 10 | 3 | 4 | 6 | 11 | 12 | 12 |
| Don't care at all | 6 | 10 | 2 | 0 | 14 | 2 | 10 | 8 | 5 | 4 | 6 | 7 | 8 | 5 | 8 | 7 | 6 | 3 | 4 | 6 | 7 | 9 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 15 | 24 | 8 | 6 | 29 | 9 | 22 | 18 | 13 | 10 | 14 | 16 | 21 | 16 | 16 | 17 | 9 | 7 | 10 | 17 | 19 | 21 |
| Don't know | 44 | 37 | 44 | 29 | 39 | 43 | 41 | 34 | 53 | 47 | 49 | 43 | 35 | 40 | 49 | 43 | 53 | 46 | 44 | 48 | 47 | 39 |
| People outside the South of England | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 4 | 3 | 6 | 10 | 2 | 7 | 2 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 2 | 4 | 4 | 2 | 4 | 5 | 5 | 4 |
| Care a fair amount | 21 | 18 | 29 | 50 | 9 | 28 | 18 | 24 | 19 | 23 | 19 | 24 | 22 | 25 | 17 | 21 | 25 | 19 | 17 | 19 | 22 | 26 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 25 | 21 | 35 | 60 | 11 | 35 | 20 | 29 | 23 | 28 | 23 | 27 | 27 | 30 | 19 | 25 | 29 | 21 | 21 | 24 | 27 | 30 |
| Don't care very much | 18 | 25 | 16 | 10 | 24 | 17 | 20 | 22 | 14 | 18 | 16 | 17 | 23 | 20 | 16 | 18 | 11 | 18 | 19 | 17 | 21 | 18 |
| Don't care at all | 12 | 15 | 5 | 1 | 23 | 6 | 18 | 15 | 9 | 6 | 10 | 14 | 14 | 9 | 15 | 11 | 14 | 16 | 17 | 11 | 6 | 9 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 30 | 40 | 21 | 11 | 47 | 23 | 38 | 37 | 23 | 24 | 26 | 31 | 37 | 29 | 31 | 29 | 25 | 34 | 36 | 28 | 27 | 27 |
| Don't know | 45 | 38 | 44 | 30 | 42 | 42 | 42 | 35 | 54 | 48 | 51 | 42 | 36 | 41 | 49 | 45 | 46 | 46 | 43 | 48 | 46 | 44 |
| The LGBT community | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 13 | 17 | 11 | 17 | 23 | 13 | 17 | 19 | 8 | 9 | 12 | 15 | 16 | 16 | 10 | 14 | 14 | 7 | 11 | 12 | 16 | 16 |
| Care a fair amount | 25 | 21 | 32 | 47 | 20 | 32 | 22 | 28 | 23 | 21 | 26 | 28 | 23 | 28 | 22 | 25 | 25 | 27 | 27 | 27 | 21 | 25 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 38 | 38 | 43 | 64 | 43 | 45 | 39 | 47 | 31 | 30 | 38 | 43 | 39 | 44 | 32 | 39 | 39 | 34 | 38 | 39 | 37 | 41 |
| Don't care very much | 11 | 13 | 9 | 8 | 8 | 10 | 9 | 11 | 10 | 13 | 10 | 7 | 14 | 12 | 9 | 11 | 8 | 9 | 13 | 9 | 15 | 9 |
| Don't care at all | 6 | 6 | 4 | 1 | 8 | 3 | 7 | 7 | 5 | 8 | 6 | 6 | 5 | 4 | 9 | 6 | 6 | 5 | 6 | 7 | 7 | 6 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 17 | 19 | 13 | 9 | 16 | 13 | 16 | 18 | 15 | 21 | 16 | 13 | 19 | 16 | 18 | 17 | 14 | 14 | 19 | 16 | 22 | 15 |
| Don't know | 45 | 42 | 44 | 27 | 41 | 42 | 44 | 35 | 53 | 49 | 46 | 44 | 42 | 41 | 50 | 44 | 47 | 53 | 42 | 46 | 41 | 45 |
| People who don't vote for them | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 3 | 3 | 2 | 7 | 1 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 2 | 6 | 2 |
| Care a fair amount | 19 | 14 | 28 | 47 | 5 | 29 | 13 | 22 | 16 | 22 | 19 | 19 | 19 | 22 | 15 | 20 | 22 | 14 | 18 | 18 | 18 | 22 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 22 | 17 | 30 | 54 | 6 | 33 | 15 | 25 | 18 | 24 | 22 | 21 | 22 | 25 | 17 | 23 | 23 | 16 | 20 | 20 | 24 | 24 |
| Don't care very much | 17 | 23 | 20 | 11 | 21 | 17 | 19 | 19 | 16 | 12 | 16 | 18 | 22 | 19 | 15 | 18 | 11 | 15 | 18 | 18 | 21 | 16 |
| Don't care at all | 20 | 28 | 10 | 2 | 37 | 10 | 28 | 24 | 15 | 16 | 16 | 23 | 24 | 18 | 22 | 19 | 22 | 21 | 20 | 20 | 17 | 20 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 37 | 51 | 30 | 13 | 58 | 27 | 47 | 43 | 31 | 28 | 32 | 41 | 46 | 37 | 37 | 37 | 33 | 36 | 38 | 38 | 38 | 36 |
| Don't know | 41 | 32 | 41 | 34 | 36 | 41 | 38 | 31 | 51 | 48 | 47 | 39 | 32 | 38 | 46 | 41 | 44 | 49 | 42 | 42 | 38 | 40 |

Sample Size: 2151 Adults in GB
Fieldwork: 5th - 6th September 2024

| | Vote in 2024 GE | | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Country | | | Region in England | | | |
|--|-----------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|---------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2151 | 387 | 553 | 198 | 232 | 758 | 801 | 1041 | 1110 | 226 | 888 | 531 | 503 | 1226 | 925 | 1861 | 103 | 187 | 510 | 353 | 260 | 738 |
| Unweighted Sample | 2151 | 335 | 640 | 233 | 299 | 851 | 829 | 987 | 1164 | 141 | 858 | 570 | 581 | 1296 | 855 | 1871 | 113 | 167 | 512 | 370 | 208 | 781 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Ethnic minorities | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 11 | 12 | 8 | 14 | 27 | 9 | 15 | 15 | 7 | 8 | 9 | 13 | 13 | 12 | 9 | 11 | 11 | 7 | 11 | 9 | 10 | 13 |
| Care a fair amount | 30 | 28 | 39 | 58 | 17 | 38 | 26 | 34 | 27 | 32 | 29 | 33 | 30 | 34 | 25 | 31 | 29 | 28 | 31 | 29 | 26 | 33 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 41 | 40 | 47 | 72 | 44 | 47 | 41 | 49 | 34 | 40 | 38 | 46 | 43 | 46 | 34 | 42 | 40 | 35 | 42 | 38 | 36 | 46 |
| Don't care very much | 12 | 14 | 10 | 6 | 11 | 11 | 11 | 13 | 11 | 14 | 12 | 9 | 16 | 13 | 12 | 12 | 11 | 12 | 12 | 12 | 16 | 11 |
| Don't care at all | 7 | 7 | 3 | 0 | 7 | 4 | 8 | 8 | 6 | 6 | 7 | 7 | 6 | 5 | 9 | 7 | 6 | 5 | 8 | 6 | 10 | 5 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 19 | 21 | 13 | 6 | 18 | 15 | 19 | 21 | 17 | 20 | 19 | 16 | 22 | 18 | 21 | 19 | 17 | 17 | 20 | 18 | 26 | 16 |
| Don't know | 40 | 39 | 39 | 22 | 39 | 37 | 40 | 31 | 49 | 40 | 44 | 39 | 35 | 36 | 45 | 39 | 42 | 47 | 39 | 43 | 37 | 39 |
| People like you | | | | | | | | | | | | | | | | | | | | | | |
| Care a lot | 4 | 2 | 5 | 16 | 1 | 6 | 2 | 5 | 4 | 10 | 3 | 4 | 5 | 6 | 3 | 5 | 4 | 2 | 3 | 4 | 4 | 6 |
| Care a fair amount | 24 | 20 | 36 | 55 | 8 | 36 | 17 | 25 | 24 | 25 | 26 | 24 | 22 | 29 | 19 | 25 | 26 | 21 | 23 | 24 | 25 | 26 |
| TOTAL CARE A LOT / A FAIR AMOUNT | 28 | 22 | 41 | 71 | 9 | 42 | 19 | 30 | 28 | 35 | 29 | 28 | 27 | 35 | 22 | 30 | 30 | 23 | 26 | 28 | 29 | 32 |
| Don't care very much | 17 | 23 | 17 | 9 | 20 | 16 | 19 | 18 | 16 | 11 | 15 | 17 | 22 | 18 | 16 | 17 | 13 | 17 | 17 | 17 | 20 | 17 |
| Don't care at all | 21 | 27 | 10 | 2 | 46 | 11 | 31 | 27 | 15 | 16 | 17 | 26 | 24 | 18 | 24 | 21 | 25 | 21 | 22 | 19 | 20 | 20 |
| TOTAL DON'T CARE VERY MUCH / AT ALL | 38 | 50 | 27 | 11 | 66 | 27 | 50 | 45 | 31 | 27 | 32 | 43 | 46 | 36 | 40 | 38 | 38 | 38 | 39 | 36 | 40 | 37 |
| Don't know | 33 | 29 | 32 | 18 | 25 | 31 | 31 | 25 | 41 | 38 | 38 | 29 | 28 | 30 | 38 | 33 | 31 | 39 | 35 | 36 | 31 | 31 |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.